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NEW FOODS OR IMITATIONS?

By John B. Canning Page 3

You've all heard storekeepers say, "Try Brand X this time. It's just as good as the Brand A you've been using." Your instinctive reaction has been, "If it is no better than Brand A, it is just another imitation. To get me to change, Brand X has to be *better* than Brand A." This idea or a reasonable facsimile of same seems to apply to foods.

THAT ORANGE SHORTAGE

By Betty Reef Page 9

We've been under the impression all along that the grocer was taking the oranges home and passing them out to his friends as bridge prizes. Now we find that there is something called a "seasonal factor" that is snarling up the marketing of oranges. But things are looking up.

THE TURKEY SITUATION: IMPROVED

By George Snell Page 13

These tales they tell about a turkey drought this fall--don't believe them. Turkeys will be, as we say in the Government, available. But if, by some chance, you find that turkeys are not available in your particular locality, we can say that chickens will be available in large quantities.

IS OUR POTATO CROP TOO BIG?

By Harry W. Henderson Page 15

Our potato crop is very big this year, but--so is our potato appetite. Thus, unless all our reasoning is haywire, we need a big potato crop. That brings us to the burning question, "Are potatoes fattening?" That matter we shall go into later.

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NEW FOODS OR IMITATIONS?

. . . . By John B. Canning

When a shiny-eyed enthusiast reports on a new dehydrated food, he generally begins by bragging about how well it will reconstitute. "Just put in water, shake it up, and let it stand for an hour," he tells you. "Then cook it just as you would cook the fresh article. You can hardly tell the difference."

The stock reply to a description like this should be, "So what? If you can't tell the difference, then you have just one more imitation and a saving in transportation."

It seldom occurs to the apostles of dehydration--or of any new food, for that matter--to search for recipes and cookery that make better grub of the new product than can be made of the old. People distrust imitations. A new food should stand or fall on its own merits as a food--not on its similarity to other foods.

Onions

Dehydrated onions, for example, are the answer to a cook's prayer. They impart to many dishes the inimitable onion smell and flavor that diners love--and all this without the cook's crying as would be the case if he or she peeled the fresh product. So what difference does it make if the onions in the soup or in the meat loaf *look* like fresh onions or not as long as they *do* what fresh onions have always done--improve the taste of the dish?

Fluid milk, well chilled, is a wonderful drink. But for some purposes it is just too wet. Certainly you can make better pancakes and waffles and bread and thick soups with milk powder than you can with fluid milk. Or, starting with riced dehydrated potatoes and dried whole milk, you can make better mashed potatoes than by using whole potatoes and fluid milk.

Let's go back into food history.

Early manufacturers of vegetable shortenings and cooking fats put their product out with but little success as imitations of lard. Threats of litigation and of hostile legislation generated by that little success compelled the manufacturers to begin marketing their products under non-deceptive names. Once housewives learned to use the new foods on their merits, they preferred the new products to lard. Today, most vegetable shortenings and cooking fats command a price premium over lard. And--oddly enough--some lards are now so processed, packed, and labeled as to imitate vegetable shortenings and fats--an imitation of what was once an imitation.

Years ago California pilchard packers tried to market their product as "herring," because, they said, people didn't know about pilchards. But the Food and Drug Administration halted this as misbranding. Then the packers called their fish "sardines," which was legal, but which didn't help the packers sell pilchards; the public thought of sardines as being much smaller fishes and suspected the packers of trying to "gyp" them. Pilchards have been vastly improved through new processing methods, by which they are filleted in such a manner as to miss not only the backbone and ribs but also the black, strong-flavored lining of the body cavity. But the packers still insist on calling them sardines for the American market--and that is too bad. With public acceptance here of this excellent food, several hundred thousand tons could be taken annually without depleting supplies. And we desperately need all the palatable canned fish we can get! Incidentally, we are sending pilchards to England under the Lend-Lease Act and calling them "filleted pilchards." This product has been well received as a new food rather than an imitation.

This is not to imply for a minute that by calling a product by its correct name--or by disclaiming any similarity with another product--the automatic acceptance of the new food by the consuming public is assured. Honesty is only one of the elements. The new food must have characteristics that are a distinct improvement over the old, or that add desired variety--either in flavor, color, texture, keeping quality, or what have you.

Military Necessity

Many of the changes in processing and preserving food that have come about in recent months have been dictated by military necessity. The increased hydrogenation of fats and oils to make them stand up under torrid desert conditions; packing to stand water immersion and weather exposure; dehydration and compression to save weight and bulk--all these and others add greatly to the products' military values.

A year-and-a-half ago, when there was a desperate need to move more men and cargo, we were losing ships faster than we were replacing them. In such circumstances, it paid to reduce food bulk to a fifth or a tenth by dehydration, regardless of loss of palatability. When food supplies had to be landed by air or by submarine in besieged areas, nothing but military values counted.

But the necessity for these military characteristics will vanish as fast as the echoes of gunfire when peace comes. When the newly introduced groceries have to make their way exclusively on the merits of the "vittles" cooks and bakers can (and will) make of them, a lot of war foods will vanish or decline to mere dribbles.

In the author's opinion--which is not necessarily the opinion of the Food Distribution Administration--there will be little post-war need for dehydrated meats, excessively hardened fats, tablet ration mixtures,

most dehydrated vegetables, most dehydrated eggs, or other such products that are now necessities. We have increased vegetable dehydration in the last year to more than 30 times the volume in any year before 1942. Most of that will go. Luckily, most of the driers are attached to canneries that can go back to older types of pack or forward into better containers for water-bearing products. For the neutral reaction foods, aluminum and other light metals and new alloys will make it unnecessary to go back at once to tinned plate.

The writer expects some items to survive and to increase far beyond pre-war rates of production. Several concerns now have pre-cooked dehydrated beans that consumers prefer to old-style canned beans. And few cooks have ever learned to make baked beans as good as these new products.

Many soybean uses now seem established. Several types of dehydrated potatoes can be made quickly into attractive potato dishes in which fresh potatoes either can't be used at all or result in an inferior dish. Many of the citrus concentrates will make their way in the candy trade. Most of the dehydrated soups are not only convenient for kitchen use, but allow a range and variety of recipes far greater than do the natural-state materials.

The writer expects dry skim milk to make an exceptionally strong showing. Even with inferior pre-war dry skim milk, a few commercial bakers had learned beyond doubt that Americans prefer bread fortified with milk solids up to 10 or 12 percent of the flour weight by comparison with water dough breads or lower milk content breads. One of the great technical advantages of milk powder in bread fortification is that the cost per pound loaf delivered to consumers is just about the same as when it isn't fortified. The milk powder and whey powder--sometimes used--cost more, but they also take up far more water than flour does in making a loaf of given seeming dampness.

Fortified Bread

From the standpoint of human nutrition, bread that is well fortified with milk and eaten with a spread comes close to being a perfect adult food--certainly a far better one than any earlier food of general acceptability and low cost. It not only carries the vital minerals but both the water soluble and fat soluble vitamins. Fully developed, milk powder fortification of American bread would take something like 900 million to 1,000 million pounds of dry skim milk or whey per year.

Dry whole milk also could have a bright post-war future. It can be brought to the table as drinking milk at about half the cost of fluid milk in bottles. Even for long keeping in the pantry, no special cooling is necessary. Supplies for week-end resorts and for restaurants equipped with mixing machines would find a welcome market.

If such uses develop for milk solids--skim, whey, and whole--we can expect some relocation of dairy farming. At present, the dairy cow population density in areas of 2 or 3 hundred miles shipping radius is about proportional to the density per square mile of human populations in the same areas. This, in the past, has been forced by the perishability of milk and by its transportation and handling costs.

But good dairy cow country is quite different from good human population country. Take as an example the New Orleans milk shed. Many people, as human beings, know about the New Orleans climate; but, not being dairy cows, they don't know that in that climate these cattle cannot sweat freely and control body temperature. If they knew *that*, they would not blame Louisiana dairy cows for giving only about a third as much milk as Pacific coast or New Jersey cows. There is excellent reason for supposing that increased use of milk powders will result not only in a good deal of dairy farm migration but also in a far fuller utilization of milk in the creamery and cheese areas that now lie outside major fluid milk markets.

The many new developments in food processing and preserving will leave us either a headache or a heritage after the war. Adjustments undoubtedly will be numerous. But we can take pride in the fact that we did start things--that we kept right on starting things up to the last volley. If only a few of the good things materialize that are now expected to materialize, the effort will have been worth while.

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CIGARETTE SITUATION FOR U. S.

CIVILIANS FOUND SATISFACTORY

Worried smokers need worry no longer. The War Food Administration reported recently that supplies of cigarettes will continue to be sufficient in volume and quality to meet the demands of U. S. Civilians.

"The impression seems to be," WFA tobacco marketing officials pointed out, "that a much greater than normal proportion of the flue-cured tobacco of the 1943 crop has been diverted to foreign trade and that a shortage of cigarettes is approaching. This is an erroneous impression."

Approximately 42 percent of the 1943 crop of flue-cured tobacco--the class that makes up more than half of the average cigarette--has been marked for export. The greater part of this quantity is intended for the United Kingdom, which always has been the largest export customer.

Export of 42 percent of the crop is not unusual, it was pointed out. Flue-cured tobacco has dominated the U. S. tobacco export market for many years. Between 1923 and 1938, exports ranged from 45 percent to more than 65 percent of flue-cured production. The average during those years is 56 percent.

ROY F. HENDRICKSON
HEADS NEW COMMITTEE

Marvin Jones, War Food Administrator, has appointed Roy F. Hendrickson, Director of Food Distribution, as chairman of the newly-formed Food Requirements and Allocations Committee. The committee, established through an amendment to Executive Order 9334, represents all U. S. agencies that are claimants for food either for domestic or foreign account.

Mr. Hendrickson also was designated as personal representative and deputy of the War Food Administrator on the Combined Food Board. He is authorized to coordinate staff work incident to receiving and considering requirements and supply data both as it relates to domestic and foreign claims on the U. S. food supply and in the case of foreign sources where the United States through the Combined Food Board is a party to the division of foreign food supplies.

As chairman of the Food Requirements and Allocations Committee, Mr. Hendrickson will be responsible for receiving all food requirements and for recommending all food allocations. These recommendations serve as the basis for final determinations made by the War Food Administrator in consultation with the Combined Food Board.

Members of the Food Requirements and Allocations Committee, though not yet named, will represent the War Department, Navy Department, Office of Foreign Economic Administration, the War Shipping Administration, the Civilian Food Requirements Branch of the Food Distribution Administration and the Food Production Administration.

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SHIPMENT OF TEXAS
GRAPEFRUIT LIMITED

To meet requirements for canned grapefruit juice and other grapefruit products, the War Food Administration has limited early shipments for fresh consumption of white grapefruit produced in the Lower Rio Grande Valley region of Texas and said that a portion of the crop may be required to be set aside for processing. The restricted area embraces the counties of Cameron, Hidalgo, and Willacy.

Texas shipments of white grapefruit for fresh use from October 15, to January 1, 1944, will be limited to about 2 million boxes. Individual handlers will be permitted to make shipments from the restricted area during this period of a quantity not to exceed 20 percent of their total 1942-43 season's grapefruit shipments. The action was taken in Food Distribution Order No. 85 and Director Food Distribution Order No. 85.1, issued October 15. These limitations on grapefruit shipments are necessary in order that adequate supplies will remain, after the opening of the processing season, to meet both military and civilian requirements.

SCIENTISTS DEVELOPING COMPRESSION PROGRAM

Compression of dehydrated foods, by reducing bulk from 20 to 80 percent, is making it possible to utilize fully the air, land, and ocean cargo space available. It also saves container materials, particularly steel and tin. And by driving air out of the food, compression helps to conserve vitamins. Because of these definite advantages, the Food Distribution Administration, in cooperation with the Agricultural Research Administration, has embarked on a program to develop this procedure more fully.

Contracts have been let by the FDA for millions of pounds of compressed cheese-flavored and pea-flavored soya soups. Compression of these foods saves about 40 percent in cargo space.

A form of compression also is being applied to wheat flour. Bags containing the flour pass under heavy rollers, which square up the package and squeeze out air, reducing the bulk by about 20 percent. Compacted wheat flour is now specified in purchases made by the FDA for overseas shipment.

Other products are under test by the ARA to determine their adaptability to compression. Recent research suggests that it may be practicable to compress a number of dry or dehydrated foods, such as pears, peaches, apricots, apples, eggs, milk, beets, cabbage, and rutabagas. Further study may show compression possibilities for such products as corn meal, linseed meal, rye flour, wheat bran, wheat flour, wheat middlings, and dehydrated meats.

One company, which manufactured tile in peacetime, has converted presses once used to shape clay into tile blocks into food compression equipment. Foods, however, are compressed only to the point where they can still be easily reconstituted.

Food "bricks" are usually wrapped in cellophane or treated paper. A recent development in packing these food "bricks" is a reinforced, water-tight, inner wrapping of wax-coated cellophane, with an outer wrapping of waxed paper.

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The general level of prices received by farmers declined 1 point during the month ended October 15, but still averaged 116 percent of parity. At 192 percent of the August 1909-July 1914 average, the October index of prices received by farmers for farm products at local markets was 23 points higher than a year earlier and was at the highest level for the month since 1919. Prices paid by farmers, including interest and taxes, rose 1 point to 166 on October 15, up 12 points from a year earlier. The general supply situation for farm products improved during the month.

THAT ORANGE SHORTAGE

. . . . By Betty Reef

Oranges have become such a fixture in our daily diet that we don't know how we ever got along without them. But this fall we learned. For the past several weeks, we have been dropping into the grocery and finding that oranges--like the little man--simply weren't there.

Various explanations for this shortage of our favorite source of vitamin C are being bandied about, but the seasonal trend of orange marketings appears to be the principal cause. In normal times, our orange crops, which come mainly from Florida and California, with much smaller crops produced in Texas and Arizona, are marketed in such a way as to furnish a year-round supply. Here's the way it works:

Florida oranges and California navels begin to come to market along in October or early November, with peak shipments during the period December to April inclusive. The Texas crop, which is small, is marketed from the middle of October through March. As winter oranges begin to taper off in May, California and Arizona Valencia oranges start and shipments stretch out over the summer and on into November.

Plentiful and Scarce Seasons

As a general rule, oranges are more plentiful in January and February than at any other time of the year. They probably are in lighter supply, normally, from the middle of September until the middle of November than at any other time of year.

This normally light supply became a definite shortage this fall for two reasons: First, with our greatly increased purchasing power, we consumed more oranges than usual. And second, oranges were selling at ceiling prices and there was no reason for growers to hold them in anticipation of higher prices. Thus plenty of oranges were on the market during July and August, and with our greatly increased purchasing power we bought and bought and bought, depleting supplies that would otherwise have been available in September and October.

But there is a bright side to the picture. We are nearing the season when oranges will be in heavy supply, and from now on the situation is sure to get better rather than worse--barring freezes or other catastrophies of nature. The Florida crop of early and mid-season oranges, the crop that will be moving to market in heavy volume in January, is estimated at 21,000,000 boxes. That compares with 19,100,000 boxes last year and a 1934-41 average of 13,228,000 boxes. Florida's Valencia crop is estimated at 17,500,000 boxes compared with 18,100,000 boxes in 1942 and a 1934-41 average of 9,183,000 boxes. The Texas crop is estimated at 3,000,000 boxes compared with 2,550,000 in 1942 and 1932-41 average of 1,630,000 boxes. California will produce 18,530,000 boxes of navel

oranges this year as compared to 14,241,000 last year and the 1932-41 average of 16,728,000 boxes.

Prices of oranges at retail have been high--there's no doubt about that. And plenty of oranges have sold at black market prices. But the black market is primarily due to the shortage of oranges; the shortage isn't due solely to the black market. We had a black market in potatoes last spring when potatoes were scarce, remember? But now that we have a bumper crop of late potatoes, the black market has disappeared.

Let's talk now about *all* citrus fruits--oranges, grapefruit, and tangerines.

Under the recently announced WFA allocation of citrus fruits--allocations made for the fiscal year July 1943 through June 1944--U. S. civilians will get 9,673,000,000 pounds or about three-fourths of the supply. This is over a billion pounds more than they ate in 1942 and 'way above the 1935-39 average.

Of the rest of our supply, most of it goes to the armed forces, some goes to our allies and liberated areas, some to U. S. territories, the Red Cross, Canada and other friendly nations, and a small percentage to a contingency reserve.

Consumers will eat most of their citrus fruit fresh. A fifth of the civilian supply is being processed, mostly into canned juices, with small quantities appearing on grocers' shelves as citrus marmalade and concentrates.

Oranges, grapefruit, and tangerines are right now on their way to your breakfast table. They'll keep coming, barring bad weather.

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FARM EMPLOYMENT SLIGHTLY HIGHER THAN LAST YEAR; WAGE RATES HIGHEST OF RECORD

The 11,938,000 persons working on farms October 1 compares with 11,921,000 on October 1, 1942 and the 1935-39 average of 10,920,000.

Average wage rates paid on October 1 were: Per month with board, \$65.22; per month without board, \$75.44; per day with board, \$3.17; and per day without board, \$3.51.

As usual, there were wide differences in wage rates as between States. In South Carolina, for example, monthly wage rates without board averaged \$35.25; in Washington State, \$160.00. Daily rates in South Carolina averaged \$1.65; in Washington State \$8.00. The greater concentration of defense industries in Washington accounts for the difference.

MORE FATS AND OILS AVAILABLE FOR MANUFACTURE IN CIVILIAN PRODUCTS

An increase in the production of civilian supplies of soaps, paints, varnishes, lacquers, linoleums, oilcloths, felt base floor coverings, coated fabrics, and most protective coatings will be possible under a new schedule of quotas affecting the use of fats and oils.

The percentage of fats and oils permitted in the manufacture of household soaps has been increased from 80 to 90 percent of the base period (1940-41) use; that for industrial soaps from 80 to 110 percent; and that for abrasive or mechanics' soap, from 80 percent to 150 percent. Contrary to tentative plans previously announced, there will be no exemption for soap supplied to public institutions, hospitals, or factories.

These and other changes were accomplished by amending Food Distribution Order No. 42.

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THERE'S A PAPER SHORTAGE!

Marketing Activities has a relatively small circulation--in the neighborhood of 4,000. But that still represents quite a bit of paper. What we're getting at is this: If you are reading Marketing Activities regularly--fine. If you aren't making some use of this publication, let us know. We'll take your name off our mailing list.

--Editor

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Under an amendment to Food Distribution Order No. 75.2, effective October 18, all federally inspected slaughterers are required to set aside 45 percent of the Utility grade steer and haifer beef that comes within the weight range and other specifications set by the Army for this grade. An order has been in effect for a number of months requiring 45 percent of the Commercial and better grades to be set aside, but this is the first time that Utility grade has been included.

The expansion of provisions to include Utility beef in addition to the beef previously meeting Army specifications has been made in order to broaden the range of Army purchases and to reduce the necessity of cutting so deeply into supplies of better grades of beef which may now become available for civilian consumption. The increased quantities of Utility grade beef available this fall has made such action practical and advisable, WFA officials said.

This amendment, aside from stipulating the amount of Utility beef to be set aside, also provides that 80 percent of the amounts set aside is to be prepared for military use as boneless meat to conserve on cold storage space and to cut down on shipping costs.

DEHYDRATED CARROTS AND SWEETPOTATOES AVAILABLE

Large production of dehydrated carrots and sweetpotatoes has made these products available for use by restaurants, hotels, bakeries, and other institutional users, the War Food Administration said recently. Production of these foods exceeds Government requirements, and Food Distribution Order No. 30, which reserves dehydrated vegetables for war needs, was amended last summer to permit the sale of dehydrated carrots and sweetpotatoes to civilian users.

Dehydration of carrots and sweetpotatoes saves labor in kitchen preparation and simplifies storage and transportation, factors of special importance in overcoming labor shortage problems. Both foods are suitable for use in many recipes which call for cooked carrots as ingredients. Food authorities have suggested that bakeries, and restaurants doing their own baking, might feature sweetpotato or carrot pies, thus adding to the more limited variety of pie fillings obtainable under wartime conditions.

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LOWER FREIGHT RATES ON USED FRUIT AND VEGETABLE CONTAINERS

New freight rates on used fruit and vegetable containers will benefit southeastern fruit and vegetable growers, now faced with a container shortage. Effective September 27, the rates are published at 23.5 percent of Class I bases.

Carload minimum weights are 25,000 pounds for box cars, and 15,000 pounds for refrigerator cars when they are furnished for the carrier's convenience. Use of refrigerator cars will make it possible to return cars of this type with pay load to points having perishable tonnage available for northbound shipment.

Similar arrangements, War Food Administration officials said, are under consideration for relieving the container situation in the Pacific Coast and southwestern producing areas.

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The War Food Administration has raised the quota level for processors of cocoa beans as a means of increasing the flow of cocoa products for civilian, military, and other essential wartime needs. A processor's grinding quota for the fourth quarter of 1943, and until further notice, is 80 percent of the amount ground in the corresponding quarter of 1941, instead of 70 percent. There have been continued allocations of shipping to increase the quantity of cocoa, thus permitting the increase in the quota. The increased quota percentage was given effect by an amendment to Director FDO No. 25.1, issued October 6, 1943.

THE TURKEY SITUATION: IMPROVED

. . . . By George Snell

To civilian turkey lovers: Greetings. There will be turkey for Thanksgiving and for the holidays that follow. You can depend on it, now that the embargo on sales of turkeys to civilians has been withdrawn. The embargo was in effect while about 35 million pounds of turkeys, less than 10 percent of the total supply, were being obtained by the Quartermaster Corps for men and women in the armed forces at home and overseas.

The turkey embargo became effective August 2 and was applied chiefly to make certain that at least 10 million pounds of turkeys would be obtained to supply Thanksgiving, Christmas, and New Year's dinners for our fighting men and women on foreign battlefronts. Later this requirement was increased to 12 million pounds for overseas use, and finally the order was kept in effect so that armed forces' requirements in the United States could be met. This called for an additional 20 to 25 million pounds.

Plenty of Turkeys

Plenty of turkeys will remain for civilian use, however. Production for 1943 is estimated at 480 million pounds. This quantity, less the number purchased for use by the armed forces, will leave approximately 445 million pounds for civilians. While this is a smaller supply than was available for civilians in 1942, it will provide somewhat more turkey than civilians consumed, per capita, during the years before the war.

The goal sought for 1943 was 560 million pounds, but it is a tribute to producers that they came as close as 480 million pounds. The weather during the spring in the turkey-growing areas was, as they say in the old country, lousy. Furthermore, feed supplies were short in many areas.

Major accomplishment of the turkey industry is the filling of the requirements of the armed forces. Men and women at home and overseas in the various U. S. fighting services now can look forward to a traditional American dinner on each of the approaching holidays. It would be difficult to convince a soldier anywhere that it was Thanksgiving day if he didn't see turkey on the table.

Supplies remaining for civilians should be large enough to provide about 3½ pounds of turkey per capita. The turkey available, of course, will be in addition to a record supply of chickens. The per capita supply of chickens and turkeys combined will be 32.6 pounds compared with 25.7 in 1942 and the 1935-39 average of 20.7.

The plentiful supplies of chickens are being mentioned just in case you get to the store too late to buy a turkey. Turkey, of course, has the weight of tradition behind it and all that. But if you aren't able to buy a turkey--well, chickens aren't bad.

FROZEN AND DRIED EGG

SET-ASIDE ORDER REVOKED

Consumers will be able to get more egg products as a result of action taken recently by the War Food Administration to remove restrictions on liquid, frozen, and dried whole eggs. Since March 25, Food Distribution Order No. 41 has required all spray process dried whole egg production to be reserved for Government purchase, and has restricted production of liquid and frozen eggs and certain types of dried eggs for commercial use to the quantity produced and sold for commercial use in the United States in the 12-month period from February 1, 1942 through January 31, 1943. Provisions of FDO No. 41, regulating the production of frozen and dried eggs other than dried whole eggs also have been removed.

These increases will be reflected primarily in more dried eggs being made available for the production of noodles; macaroni, prepared flours, and prepared ice-cream powders and mixes, where dried eggs are best adapted to large-scale usage. Also, more frozen eggs will be available to bakers, mayonnaise makers, and other food manufacturers using frozen eggs.

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SUPPLIERS OF FOOD FOR

SHIPS TO BE LICENSED

The War Food Administration has announced a licensing program for suppliers who sell "set-aside," "restricted" or "designated" foods to ships operating under direction of the War Shipping Administration and vessels of allied or neutral countries named by that agency.

The program is effective November 15, 1943, and after that date all such food suppliers will be required to have operating licenses issued by the Director of Food Distribution. Licenses will be issued only to those who were engaged regularly during the last 6 months of 1942 in supplying foodstuffs to ship operators.

Foods classified in Food Distribution Regulation No. 3, which provides for the licensing program, as "set-aside" foods are American cheese, beef, butter, dried beans and peas, dried whole eggs, dried skim milk, shell eggs, rice, and turkeys. In the "restricted" groups are frozen eggs, frozen dairy foods, fats and oils, honey, imported salted fish, meats, molasses, peanuts, and peanut butter, pet foods, spices, and tea. Foods especially designated are canned fish and shellfish, canned fruits, vegetables and juices, concentrated citrus juices, dehydrated vegetables, and dried fruits.

The new regulation will give the WFA more effective control over food supplies for ships, officials said, and will enable ship suppliers to maintain adequate inventories for servicing ships.

IS OUR POTATO CROP TOO BIG?

. . . . By Harry W. Henderson

If the 1943 potato crop could be loaded into one freight train, 600 bushels to the car, the train would be about 7,825 miles long--a whopper that would stretch from New York to San Francisco and back again. More pertinent, perhaps, is the fact that the 470 million bushel crop is big enough to give each man, woman, and child of the United States, including the men and women in the armed forces, a little under $3\frac{1}{2}$ bushels. It is a record crop by such a wide margin that some veterans in the potato industry are wondering if it isn't too big.

It should be pointed out that the potato industry is traditionally "leery" of a big crop and a few figures will explain why: The 1928 crop of 427 million bushels--our previous high record--had a farm value of only \$223,000,000. The 1929 crop of 332 million bushels had a farm value of \$437,000,000--purchasing power during the 2 years being fairly comparable. Season average prices to growers of 52 cents a bushel in 1928 and \$1.32 a bushel in 1929 accounts for most of the difference in value.

Consumption

But the worriers aren't worrying about prices this year. The War Food Administration, through its loan program, is supporting prices at satisfactory levels. What really concerns the people who follow potato trends is *consumption*. In other words, is the combined appetite of the American people keen enough to "get away" with 470 million bushels of potatoes during the 1943-44 marketing season?

Potato men with long memories harken back to the 1928 crop and say, "We produced 427 million bushels of potatoes that year, but don't forget that 7 million bushels of that crop were left undug in the fields. Low prices explain the abandonment of those 7 million bushels but why were prices low? They were low because potatoes were a drug on the market--we just produced more than the people of this country could eat."

They go on, "This year we have a crop of 470 million bushels--43 million bushels more than our previous record. If we couldn't consume 427 million bushels in 1928, how in the world are we going to consume 470 million bushels this year?"

It is a good question and one that requires a little research into the economics of potatoes. That research brings to light a number of striking differences between 1928 and 1943.

Take the matter of population. On January 1, 1929, the population totaled 121 million people. Dividing that figure into the potato crop of 427 million bushels gives a per capita production of 3.53 bushels.

On January 1, 1944, the population--including men and women in the armed forces--is estimated to be in the neighborhood of 137 million people. Dividing that figure into the estimated (October 1) production of 470 million bushels gives us a per capita production of .3.43 bushels this year. Per capita production, admittedly, is a rough sort of measure; it leaves-out all the little factors that economists like to monkey with, such as quantities saved for seed, fed to livestock, or wasted. But it does indicate that, on a per capita production basis, the 1943 crop is smaller than that of 1928.

When it comes to purchasing power, there is a vast difference between 1928 and 1943. In 1928, the national income--a good measure of demand--stood at 81 billion dollars. In 1943, national income is expected to total 146 billion dollars. In other words, people have more money to spend for potatoes this year--and the potato shortage that developed the past spring is good evidence that people are willing to dig down into their jeans and spend money for spuds.

Nutrition

Then there's the matter of nutrition. A few years ago the author, in trying to explain the declining per capita consumption of potatoes, made the point that potatoes--being an energy food--were not needed to the same extent as in previous decades. In making this point, the author cited the fact that machinery was doing more and more of our work, that instead of walking we rode in automobiles, that we as a Nation were becoming dangerously slothful in our habits. The situation is reversed today. We are probably burning up more energy now than ever before in our history. Unemployment is practically non-existent, gas rationing has made walking a necessity once more, and the men and women in the armed forces alone probably have started the per capita consumption curve of potatoes upward.

Prices consumers pay for potatoes in relation to what they pay for other foods is very important. At prices potatoes are selling for and will sell for during the remainder of the current marketing season, they are one of the best food buys. As a matter of fact, John B. Shepard, Bureau of Agricultural Economics statistician, estimates that potatoes generally provide more nutrition for the money expended for them than any other food except sweetpotatoes.

Other points could be made but it seems as if the question is answered: Our potato crop is *not* too big. And to be naive about it, if it is a little too big, it is better to make a mistake on the side of too much rather than on the side of too little.

Figures from the WFA's Weekly Summary of Carlot Shipments indicate that the rate of consumption so far this year has been substantially greater than a year ago. Carlot shipments this season through October 23 were 135,343, compared with shipments last season through October 24 of 98,340. Total shipments last season were 211,944. These figures, of course, do not include quantities that have moved by truck.

A crop of 470 million bushels means marketing difficulties of one kind or another and a few have shown up already. The War Food Administration had to buy early potatoes in June and July to stabilize markets and to avoid food waste. This program, in the main, was successful.

Recently--during the period from October 21-November 6--potatoes officially were designated a Victory Food Selection primarily as one means of easing a critical storage situation in the important producing areas where storage facilities are geared to much smaller crops. In Maine, for example, it was estimated earlier in the season that there was storage for a maximum of only 49 million bushels--and the Maine crop totaled 71 million bushels.

Through stimulating purchases by consumers through the Victory Food Selection program, the WFA hopes to store millions of bushels of potatoes in home basements the country over. It is too early to appraise the effects of the program, but the mass advertising of the big 1943 potato crop by grocers, wholesalers, restaurants, trade associations, and many other groups can be assumed to have stimulated purchasing to a great extent. Cooperation with the program has been uniformly excellent.

Another step is being taken to get potatoes into safe storage. Ungraded potatoes are being shipped directly to distributing centers or to warehouses farther south where they can be sorted, graded, and then sent on to consuming markets. The idea is to get them out of the producing sections before cold weather sets in, and that doesn't permit much pre-market handling.

Cooperation of the Railroads

All of this movement of the crop has created some serious transportation problems, however--the principal one of which is a shortage of freight cars. The Association of American Railroads is cooperating by ordering empties to Maine potato-producing areas. Because of a shortage of refrigerator cars, box cars were used this season for the first time in recent years. This type of equipment, however, is not practicable during extremely cold weather and the use of box cars was discontinued October 23.

Under normal conditions, if run-of-field potatoes are shipped out of the producing area to a grading warehouse farther south and moved from there to consuming centers, the total freight charge is a combination of the two local rates. The WFA, however, has asked the Association of American Railroads to prevail upon its members to charge only the through rate, plus a transit charge of 7 cents per hundredweight, and to allow other privileges in transit. The railroads already have agreed, and the WFA is grateful indeed for the truly splendid way the American railroads have cooperated in handling the big potato crop this year. The Interstate

Commerce Commission has set aside its normal procedure, and, instead of making tariff rates effective 30 days after posting, has made the rates effective within 1 day.

Whatever steps are taken to move the crop into consumption, the producer is protected. Under the WFA's program, loans will be made to growers and cooperative associations on potatoes in approved warehouses at the local support price for the fall months, less 35 cents per 100 pounds on U. S. No. 1 potatoes when stored in bulk to cover the costs of grading, sacking, and loading in cars. The loans will be on field-run potatoes at rates adjusted for the percentage of U. S. No. 1 quality potatoes in the lot. All loans will be based on the support prices announced for each producing area last spring.

To cover storage costs and losses, the support prices will be increased above the fall rates by 20 cents per 100 pounds on December 1 and by an additional 10 cents per 100 pounds on January 1. Dealers and shippers who buy from growers at the support prices during the fall and winter months will be given non-recourse loans based on the support prices. All loans will be callable in whole or in part on demand and a sufficient volume will be called from time to time to ensure the movement of the 1943 crop by the time the 1944 crop becomes available.

Price support will be achieved almost exclusively through the loan program, and purchases of late-crop potatoes will be made by the WFA only in areas where inadequate storage and marketing facilities prevent growers and dealers from taking advantage of the loan program. Purchases of the late crop will be limited to not more than 2,000 cars.

The WFA doesn't want to buy potatoes. Nor should any large-scale Government buying be necessary. It looks as if consumers would be able to handle the crop by themselves.

- V -

The British Ministry of Food, as sole purchaser for the United Nations of South American meat and meat products, has concluded contracts with Argentina and Uruguay for their exportable surplus. Offers also have been made to Brazil and Paraguay and their acceptances awaited. The contracts cover approximately a 2-year period ending September, 30, 1944, and apply to all meats shipped since the expiration of previous contracts.

The meat supplies thus acquired will be shared among the various claimant nations on the basis of recommendations made by the Combined Food Board. As in the past, practically all the frozen and cured meat is scheduled to go to the United Kingdom. None of the fresh meat will enter the United States. The canned meats will be utilized primarily for military purposes and the sharing countries will include Canada, the United States, the Soviet Union, the United Kingdom, and the Union of South Africa.

- PERTAINING TO MARKETING -

The following reports and publications, issued recently, may be obtained upon request. To order, check on this page the publications desired, detach, and mail to the Marketing Reports Division, Food Distribution Administration, Washington 25, D. C.

War Meat Purchase and Regulatory Problems (Address)
By Roy F. Hendrickson

The Food Front (Address) By Roy F. Hendrickson

The Meat Supply Problem (Address) By W. O. Fraser

Our Butter Program (Address) By Tom G. Stitts

Production and Distribution of Dairy Products (Address)
By Wm. P. Mortenson

A Review of Emergency Milk Programs (Address) By W. C. Welden

Food Management in Wartime (Address) By Dan A. West

Federal Aid to School Lunches By Rowena Schmidt Carpenter

Adequate Diets for Mothers and Children Under Rationing
By Sarah S. Deitrick and Ruth Cowan Clouse

Menu-Planning Guide for School Lunches

The Food We Live By

Cooking with Soya Flour and Grits

Food Conservation

Facts on Food Waste

Adequacy of Refrigerated Storage Space for Apples and Pears
By Hugh L. Cook

Packing of Cotton at Gins for Uniform Density By Leonard J.
Watson and Victor L. Stedronsky

Marketing Poultry

Dairy and Poultry Market Statistics, 1942

Sugar Statistics for the First 8 Months of 1943

